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Talang Indah As the Potential Tourism Place: The Natural Talang Air Pringsewu and Historic Tourism in Pringsewu Regency

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ABSTRACT

Talang Indah as the tourism icon in Pringsewu Regency has great potential which full of historical. This needs great attention from the government, society and also the tourism activator. Talang Indah is located in a strategic place that is in the middle of Pringsewu district exactly in Fajaresuk. Formerly, Talang Indah is the favorite location place for Pringsewu society, but since pandemic era, this place is not well operated. This training uses a project-based learning approach with three stages of activity. At the first step the trainers presented the steps how to design the poster, banner, booklet by using Canva. After that, the participants directly practicing to design the poster by using Canva. The last step, the best design was published in Instagram and Facebook belong to Talang Indah Pringsewu The digital marketing chosen is creating the promotion media by using CANVA application. This APP was chosen because this is easy and effective. There are 11 participants in on day training. The result is the promotion staff are able to create the digital marketing media by using CANVA.

1. Introduction

Talang Indah Tourism is one of the natural attractions in Pajaresuk, Pringsewu Regency. This tourist spot offers tourism with a mix of history and agro-tourism in it, namely: Giant Gutters and Pajaresuk City Forest. Visitors can also enjoy various rides, from tree houses, love bridges, hobbit houses, horse riding tours, Pajaresuk bridges, and many more. These rides pamper visitors who are present in the tourist village. (Sijabat, 2021). Talang Indah tourist which has tourism potential village should be one of the places of choice for people who come from around the village or from outside the village. (Nugraheni & Utami, 2020)

However, the COVID-19 pandemic that has hit since March 2020 has had a major impact on people's lives. (Purba et al., 2021), (Abbas et al., 2021), (Anele, 2021) and (Ardiansyah et al., 2020). The pandemic has changed the order of life in all sectors, both in the trade sector, from the social, economic, health, and other aspects. With the Covid-19 pandemic, various activities are automatically limited and their frequency decreased. This is also no exception for the beautiful Talang tourism village. Covid-19 has had the impact of decreasing the frequency of the number of visitors in the village so that it automatically has an impact on the managers of small and medium businesses in it. (Riadil, 2020), (Şen & Kovacı, 2021), and (Islam, 2021)

Although currently the frequency of the COVID-19 pandemic has decreased, to be able to increase the number of visitors as before is not easy. There needs to be a variety of efforts that can be done by the management (Posada et al., 2017), (Hai & Tziner, 2014) and (Soedjatmiko, 2015). Managers must be observant in the various efforts made to attract the attention of visitors so that messages about tourist villages can be conveyed in a good and interesting manner. One way is to use media that are close and often used by various, groups so that they can see the beauty of village tourism. The media can be in the form of tik-tok applications, Instagram videos, and so on. (Wahyuni et al., 2021), (Xiaoluan, 2021) and (Zeng, 2013). The packaging or design in the media must look beautiful and attractive so that it gives an attractive impression. It would be a shame, if a beautiful tour was delivered in a less beautiful way.

This service is carried out in order to help the management of Talang Indah tourism to promote these tourist attractions through tik-tok media. The service is carried out with materials related to the benefits of Canva as a digital design media that can be explored. (Salam & Mudinillah, 2021). Canva is a service that really helps content creators to design content that can be used on many social media platforms and others so that the content looks really good. (Salam & Mudinillah, 2021), (Rustiman & Mahdi, 2021), and (Hadi et al., 2021)

2. Methods

Community service (PKM) at the Talang Indah tourist area is carried out in three stages, namely pre-service, service, and post-service (Turker, 2014), (Wariatama, A & Andiani, 2021), (Krisna, 2019), (Pamularsih, R 2020) and (Adha, 2019). Pre-service is intended to obtain information about the condition of tourist objects and discuss one of the hopes of the manager to be able to develop tourist villages or increase the number of visitors who have decreased due to the impact of the COVID-19 pandemic. At the activity stage, service is carried out by providing material related to Canva media, and the practice of using it, at the post-service stage, mutual communication is carried out to reflect on the results of community service activities in the tourist village. The target in this service is the tourism village manager, which amounts to approximately 11 people.

2.1 Time and media

The marketing digital training was conducted on 6 March 2022. The team need one months to prepare that training. The training was conducted face to face. In this training the presenter provides a manual guide to create the poster, banner, video, and booklet by using CANVA application.

2.2 Working Procedure

The steps in conducting PKM in Talang Indah begun from mapping the potential tourism place in Pringsewu regency, Talang Indah is chosen because this is the most potential place since it keeps historical evidence. Then, the PKM team interview one of the activists in Talang Indah. Based on the interview, it found that Talang Indah is less visitors since pandemic era. So, the team of PKM decided to give the training on digital marketing by using CANVA.

Table 1. The method of the implementation activity

The steps of implementation	Activities	Method	Material
Training implementation	The need analysis in Talang Indah Pringsewu	By interview and observation	List of interview and documentation
	Training Day. Based on the training given, the participants stated that they never use Canva and they do not know that Canva is easy application for making the promotion media at the form of electronic poster.	Online training	Manual guide in using Canva (PPT)

3. Results and discussions

Based on the need analysis, the promotion team of Talang Indah Pringsewu is not familiar with Canva. They are really interested in the Canva training since this application is easy to used and effective for making promotion media. The training was conducted by face to face. There are 11 participants in this training. The participant are the activator in Talang Indah as a part of *kelompok penggiat pariwisata (POKDARWIS)*. Their division is promotion. The training was conducted on 6 March 2022. This was begun from 8.00 until 12.00. The rundown of the training activity was started from the opening, presentation and the last is workshop. All the participants are given the manual guide for using CANVA. This are the examples of material given.

Related to the guidance that is showed in the power point presentation. Then, the participant designed the poster by using Canva application. In the last session all the participants must submit their work in making the promotion media by using CANVA. Then this should be posted in social media to promote Talang Indah. These are the examples of their works.

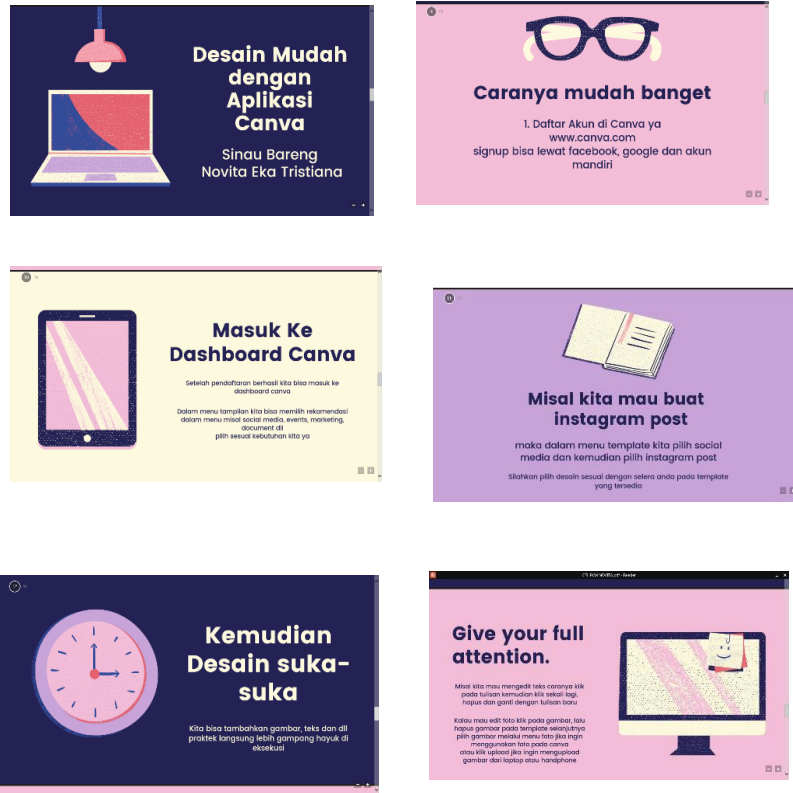


Figure 1. Training Power Point Presentation



Figure 2. Participants' Poster

Briefly, this training gave benefits to help the activators of Talang Indah to promote Talang Indah by using digital marketing. Digital marketing gives positive impact because this effective and costless. This is in line with the research conducted by (Koeswandi et al., 2020) which found that the benefit of internet marketing is that it reaches a wider market, including tourism and brand perception. Digital consumers are dispersed throughout a single city, nation, or continent. With this broader market, more

efficient time and energy. Thus, the training of digital marketing in Talang Indah gave benefits, such as:

1. Assist the government in efforts to preserve and develop the potential of the Talang Indah Tourism Village in the Pringsewu District, Pringsewu Regency as a cultural tourism destination.
2. Provide opportunities for researchers to apply their knowledge and abilities in the form of Community Service activities as one of the Tridharmas of Higher Education through counseling.
3. For the management of the pioneering formation of the promotion team in Talang Indah in the Pringsewu District, Pringsewu Regency.
4. Acquire the provision of knowledge and practical skills that can be useful for the life of society and the state.
5. Having social awareness through community service activities to assist the government in the field of cultural education.
6. Have the ability to facilitate, coordinate, and provide alternative solutions to problems on how to increase the potential of Talang Indah.
7. Establish a pilot promotion team for Talang Indah in Pringsewu District, Pringsewu Regency.
8. Improving the welfare of the people of Pringsewu Regency.

4. Conclusions

Digital marketing training by using CANVA is really important to give the knowledge and skill to create digital marketing tool in order to promote Talang Indah as the historical tourism place in Pringsewu regency. This PKM hopefully can give great beneficial for the activator in Talang Indah.

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